

An aerial photograph of a city street grid, showing a mix of residential and commercial areas with trees and buildings. The image is overlaid with a blue header and footer. The main title is centered in the upper half of the image.

SOUTH 27TH STREET STRATEGIC ACTION PLAN

**Draft Recommendations
December 14, 2016**

Planning Team



Department of City Development
Office of Alderman Witkowski and
Alderman Borkowski

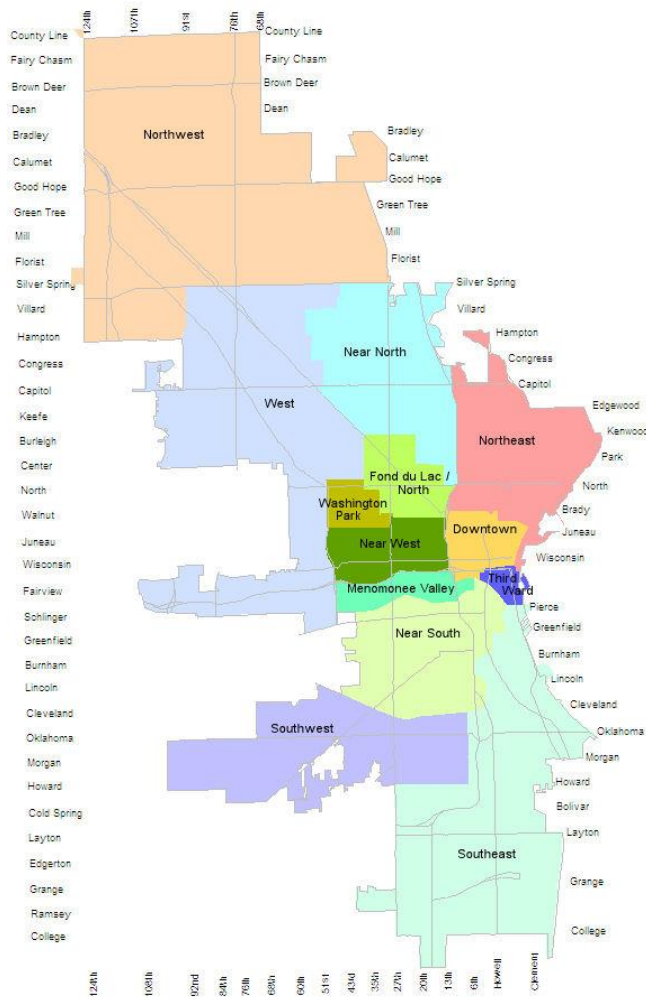


City of Greenfield



Historic 41 Business
Improvement District

Planning Process



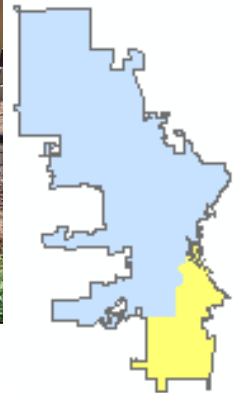
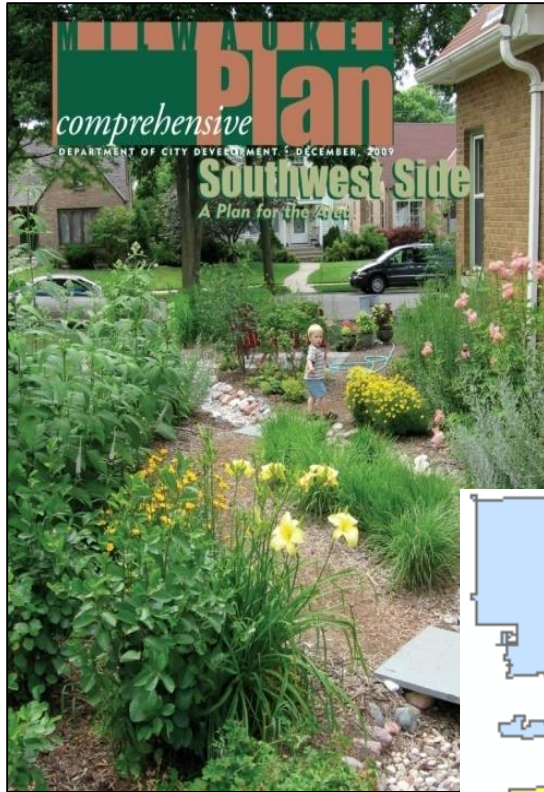
City of Milwaukee
Comprehensive Plan
a series of documents

13 Area Plans

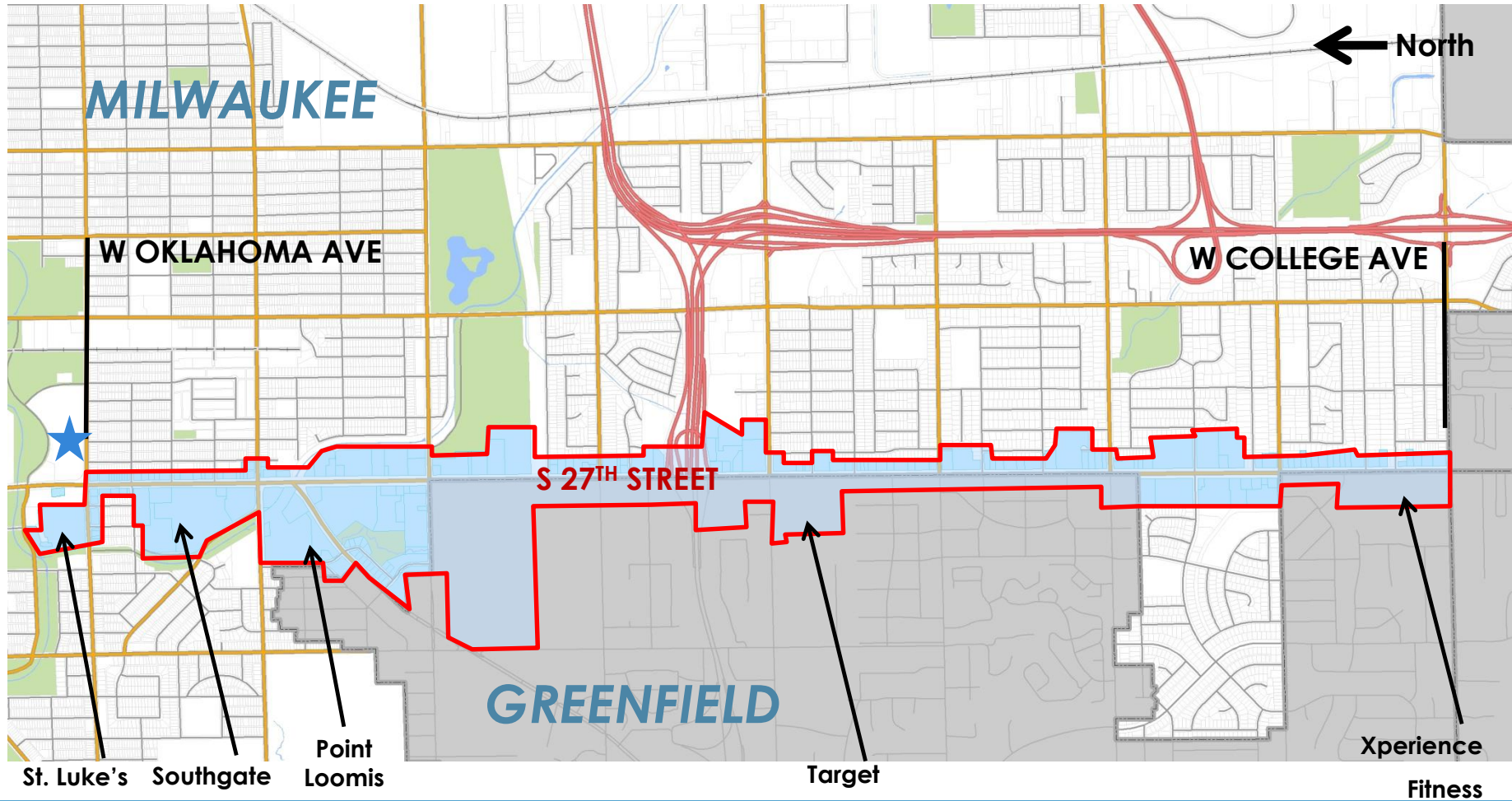
Menomonee Valley
Downtown
Third Ward
Fond du Lac & North
Near West Side
Washington Park
Northwest Side
Southeast Side
Northeast Side
Near South Side
West Side
Near North Side
Southwest Side

Citywide Policy Plan

Planning Process



Planning Area



Planning Process

Commercial occupancy

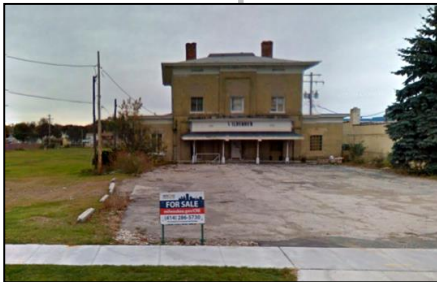
Retail mix

Building conditions

Signage

Road conditions

Pedestrian conditions



Planning Process

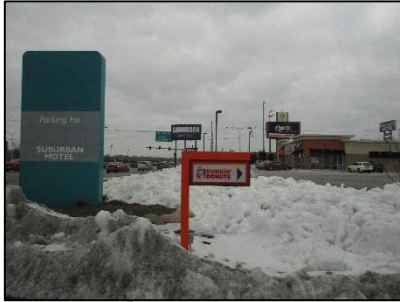
4 Phases of Planning

Analysis

Visioning (Public Participation)

Synthesis

Review and Approval



Planning Schedule

Spring '16

Summer '16

Winter '16

Spring '17

★ Plan Launch April 20, 2016

★ Residential & Business Surveys

Information Gathering

Interviews / Focus Groups

★ Design Charrette

Draft Recommendations

★ Public Review

Adoption

Implementation Areas:

- **GOVERNMENT RECOMMENDATIONS**
- **BUSINESS IMPROVEMENT DISTRICT RECOMMENDATIONS**
- **LOCAL BUSINESS RECOMMENDATIONS**

GOVERNMENT LED ACTIONS

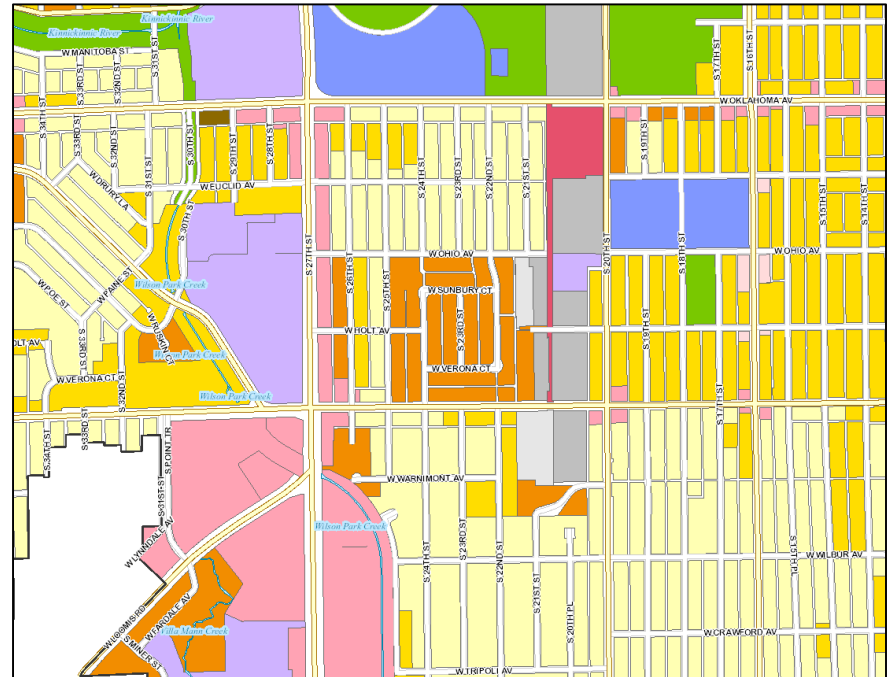
KEY ACTION #1

Work with the City's DPW and WisDOT to improve safety and comfort for pedestrians and cyclists



KEY ACTION #2

Explore a zoning overlay district to ensure the consistent enforcement of zoning standards along the corridor



KEY ACTION #3

Coordinate with MMSD and Milwaukee County to naturalize Wilson Creek and transform it into a neighborhood-serving amenity



KEY ACTION #4

Reissue RFP for the former Wildenberg Hotel site that incorporates concepts from the design charrette



Supporting Actions

- Revisit and revise City of Milwaukee signage ordinance
- Support and encourage concepts from the design charrette in areas where appropriate
- Encourage higher quality materials, landscaping, density and other good design principles at key intersections and along the corridor generally

BUSINESS IMPROVEMENT DISTRICT LED ACTIONS

KEY ACTION #1

Improve aesthetics along the corridor and prioritize high-visibility properties for signage and other property improvement grants to maximize investments along the corridor.



KEY ACTION #2

Work with a commercial broker to attract the types of businesses identified through the public involvement process, such as casual restaurants.



KEY ACTION #3

Establish a dedicated landscaping grant program to improve aesthetics.



KEY ACTION #4

Offer new programming along the corridor in underused parking lots, such as job fairs, street festivals with food trucks, collaborative discount programs, public art, etc.



KEY ACTION #5

Identify ways to better engage businesses along the corridor to take a more active role in the BID and ongoing initiatives.



KEY ACTION #6

Maintain a list of current tenants and vacancies to better respond to inquiries from prospective tenants and buyers.



Supporting Actions

- Evaluate the current representation structure on the BID board.
- As high profile vacancies occur, aggressively encourage higher intensity of uses and higher quality materials, per charrette results and Area Plan and Strategic Action Plan recommendations.
- Coordinate with respective code enforcement departments from the City of Milwaukee and the City of Greenfield to target enforcement efforts on code enforcement.
- Continue to coordinate with WisDOT on corridor branding efforts. Periodically evaluate median banners.
- Continue coordination with neighborhood groups to achieve common goals.
- Continue coordination with Milwaukee Police Department and Greenfield Police Department on nuisance properties.

LOCAL BUSINESS LED ACTIONS

KEY ACTION #1

Improve the visual appeal of businesses with planters and base plantings along signs and storefronts



KEY ACTION #2

Clean up litter and address visual maintenance needs

KEY ACTION #3

Pursue out-lot development that is complementary to main shopping centers



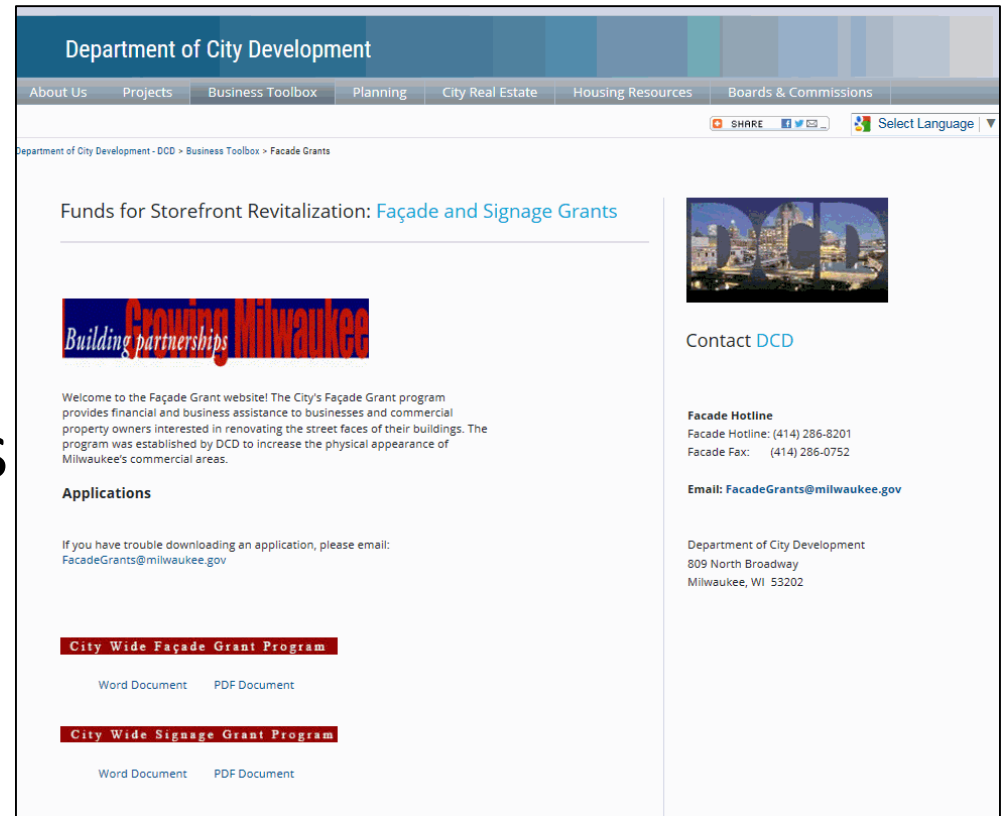
KEY ACTION #4

Seek opportunities for shared parking and cross-access easements



KEY ACTION #5

Take advantage of existing City of Milwaukee and BID-funded grant programs for property improvements



Next Steps

1. Draft document to review in Jan/Feb 2017
2. Final open house meeting in Feb/Mar 2017
3. Anticipated Common Council adoption in Mar/Apr 2017

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Stay Connected...

Sign up for the City of Milwaukee's E-Notify for email updates about the South 27th Street Strategic Action Plan and invitations to future meetings.



Visit <http://city.milwaukee.gov/enotify>



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“Southwest Side Area Plan” category***



**Email SouthWestSidePlan@milwaukee.gov
with comments on the plan.**



***Draft Plan available
in Jan/Feb***